

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

RECEIVED
CENTRAL FAX CENTER

JUL 28 2009

Attorney Docket No.: **Google-41 (GP-099-00-US)**

Applicants: **Ross KONINGSTEIN, et al.**

Serial No.: **10/750,451**

Confirmation No.: **4989**

Filing Date: **December 31, 2003**

Title: **SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR
ADVERTISEMENTS**

Examiner: **Michael Bekerman**

Group Art Unit: **3622**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these reference is enclosed.

Reference DP is an Office Action from the Australian Patent Office in counterpart Australian Patent Application No. 2004311451. A copy of that Office Action is provided. Note that U.S. Patent Application Publication No. 2003/0055816, cited in reference DP, is already of record (cited by Examiner, Part of Paper No. 08132005).

The applicants reserve the right to establish that any of these references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since the Examiner's Answer mailed on December 9, 2008 raised a new ground of rejection, and since the applicants elected to reopen prosecution by filing a reply under 37 C.F.R. § 1.111 on February 9, 2009, the finality of the Office Action mailed on October 23, 2006 is effectively withdrawn for purposes of C.F.R. § 1.97. (The undersigned confirmed this understanding with Michael Cygan of the Office of Patent Legal Administration ("OPLA").) Therefore, the applicants request that this IDS be considered under 37 C.F.R. § 1.97(c)(1). A certification under 37 C.F.R. § 1.97(e)(1) is provided. Therefore, it is believed that no fee is due. If, however, a fee is required for consideration of this Information Disclosure Statement, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

RECEIVED
CENTRAL FAX CENTER

JUL 28 2009

Respectfully submitted,

July 28, 2009



John C. Pokotylo, Attorney
Reg. No. 36,242
Customer No. 26479
(732) 542-9070

STRAUB & POKOTYLO
788 Shrewsbury Ave.
Tinton Falls, NJ 07724

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification


Signature

July 28, 2009
Date